

Site Launch Plan

1. Check templates and mark-up: ensure that templates adhere to the web site style guide and provide clear instructions for the template's usage; ensure that mark-up is valid.
2. Check layouts: layouts and formatting should be consistent and based on the final version of HTML template; ensure that images, lists, and tables are formatted correctly.
3. Check Content: content templates should be complete and provide detailed operational instructions; a non-familiar expert should review the on-site content for obvious errors; ensure titles are accurate; ensure legal content is included and accurate; proofread for typos.
4. Check functionality: ensure all internal and external links are working and go to the correct location; ensure all forms are working; check plug-in accessibility.
5. Check server-side requirements: ensure domain names lead to the correct server; web site statistics logging software should be functioning properly; ensure periodic back-ups are in place.
6. Conduct pre-launch testing:
 - a. Hack the site: this will ensure web site security.
 - b. Test for accessibility: ensure and document that state-wide conformance standards have been met; use graphical, text-only, and voice browsers to test pages; proofread site.
 - c. Test for usability: ensure the site is effective, efficient, and satisfactory to its users.
7. Conduct soft launch: move all directories, files, and databases to the live server; ensure visual display elements remain intact; resolve issues that require immediate attention; ensure a plan to address and rectify bugs and issues; provide web site maintenance training.
8. Launch web site: ensure launch is coordinated with related events; launch during off-peak hours; launch in phases.
9. Complete web site handover: include all documents needed to manage the web site; the package should be delivered on a CD Rom as well as paper copies; a list of names, contact information, and responsibilities of those involved in the web site's production and maintenance will be included in the handover package.
10. Complete post-launch assessment:
 - a. Daily duties: ensure web-site related emails are checked and responded to in a timely manner; check and review web site feedback forms; ensure web site is online and functional at all times; ensure all links are functional; review server logs.
 - b. Monthly minding: ensure current site status is commensurate with listed goals; identify trends; check site's status with search engines; plan the next iteration of the web site.

- c. Annual activities: renew domain name registration; ensure copyright information is updated; ensure all legal documentation is accurate and current; ensure web site hosting prices and features are still appropriate.